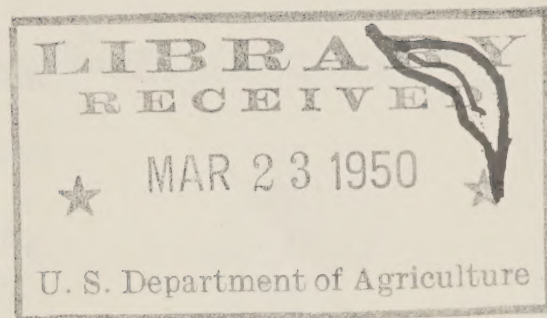


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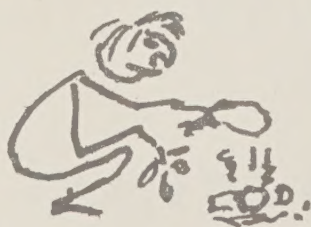
Do not assume content reflects current scientific knowledge, policies, or practices.



The home of
Hardy Herbs
80 Hill St.
Lexington, Mass.
where
Nature's flavor has no equal.



Thyme



Why Herbs? Primarily as a means of adding zest to eating by making food more enjoyable. If you are in the habit of using fresh herbs, or properly cured dried herbs you can appreciate what a decided difference the addition of herbs to food can make.

Unfortunately the common use of herbs in cooking has disappeared from the American table in the past two generations. "Herbs? Oh yes, my grandmother used them", one hears it said so many times, but these self same people have no idea how they themselves would go about using them.

The only accountable reason for the decline in herbal usage lies in the fact that people today are in such a rush to go somewhere and do something eating has become a routine matter of filling a cavity. Food enjoyment has become a lost art.

Fortunately people are once more realizing how herbs in food can give it that extra something which makes the difference between a creation and the same "Old stew".

The use of herbs in food goes way back to the earliest days of civilization. Through long usage, many strange and supernatural therapeutic powers were attributed to them. Today we can discount much of the weird and supernatural but do recognize that herbs have certain beneficial therapeutic qualities and most of all impart flavors which excite the palate and aroma that please the sense of smell. If you are a user of herbs you can readily

appreciate why the ancients held herbs in such high regard.

No doubt as the result of 'old wives tales', the popular conception of herbs is, something of a medicinal nature. Shades of wormwood and tansy tea! If one can only realize that there is a long list of herbs for use in cooking—basil, marjoram, sage, thyme, savory etc., whose very names conjure up pangs of anticipatory hunger. Then you may realize what you are missing in food enjoyment by not using them.

The art of cooking with herbs has never been lost in Europe and one of the chief differences between the creations of famous foreign chefs and our plain every-day fare is their effective usage of herbs.

To use herbs correctly you should not overdose. The idea is not to overpower the main dish but to add that extra something which makes it different. In other words a flavor which makes the difference between the same old six and seven and the creation.

When you use dried herbs bear in mind that heat releases the pungency from the dried leaf quickly. Therefore if herbs are to be used as a garnish, add them to the food shortly before serving. If sauces are to be used add the herbs to it. When the herbs are to be used in ground meats or roasts tuck them away within the folds of meat so they are not in direct contact with a flame.

On cold dishes such as salads, sandwiches, fruits, etc., add the herbs to the



Marjoram





Basil



food half an hour at least before serving or warm the vinegar or oil you are to use and add herbs to it, then toss through in the salad.

A wise rule to follow is start with a pinch and increase as your personal preference dictates.

WHAT ABOUT THE HARDYS OF HARDY HERBS?

Just a man and his wife who have a tremendous interest in spreading the gospel of better food enjoyment. To add a practical feature to the expressed thought they have been developing over a period of years an Herb Farm in Lexington, Mass., and from a very small beginning have increased their plantings to over four acres. Their basis of operation is not to see how much land they can operate but rather how highly flavored a plant they can raise. The combination of Mrs. Hardys "green fingers" and Mr. Hardys knowledge of soils together with a love of growing things in both of their hearts has meant for all of the backbreaking work a most satisfying venture for both of them. They both work on the assumption it is far better to do a small thing well than expand to a degree where they would lose personal control of the products they offer for your enjoyment.

There are so many places along the path of growing, drying, preparation, blending of the herbs for cooking where the end product could be unsatisfactory they feel they must personally control all



Savory



of these operations if the user is to receive a satisfactory product.

HARDY HERB PRODUCTS

Dried Herbs or Kitchen Boquets

Realizing that the virtue in herbs is directly related to the potency of the leaf, we have used every precaution in growing, drying and grinding which will insure the best possible preservation of the potency factors. We use only fresh grown herbs and then package them in such a manner as to protect their potency.

Since our business is completely under the control of both of us, each step is carefully guarded. In these kitchen boquets we may use as many as seven different herbs blended so that one or two may predominate as directed by the use for which they are intended. Why do we offer blends? It has long been recognized in things that have to do with taste and aroma a blending of complimentary flavors and aromas are more subtle and intriguing as in coffees, tobaccos, etc.

There are as you may see by the following list seven different blends or bouquets of the dried herbs. Rather than offer the individual herbs, basil, sage marjoram, etc., we have blended them for your convenience so that they are ready for use as presented.

1. *Soup Mixture*: Add a pinch to a serving dish just before serving. The aroma and taste is most enjoyable.

2. *Fish seasoning*: Either garnish the broiled fillet with this mixture just before it is ready to take from the flame or add



Lovage

3. *Meat Garnish:* Also used in poultry stuffing. Mix into hamburger or any other meat loaf, tuck away in the roast. Garnish chops just before removing from oven. Grand on hot dogs, mix with the mustard.

4. *Egg Dishes:* An egg is not an egg without this mixture, sprinkle over poached eggs, mix into the scrambled or omelet dish while cooking.

5. *Salads:* Add to the foundation of your salad and allow to stand for one half hour or warm the vinegar or oil, add herbs to them.

Cheese Mixture: By adding a teaspoon of this mixture plus a few chives or Hadjima to a pound of cottage cheese will give you treat added to any cheese dish such as macaroni and cheese or toasted cheese on crackers will lift the cheese from the bland dish to an exciting one.

7. *Vegetable Seasoning:* Use as a garnish on vegetables shortly before serving. Excellent on cold sliced tomatoes, beets, carrots. Try it in baked beans either during baking process or shortly before serving.

Hadjima: A specialty! This unique little onion combines a chive, onion and garlic flavor. Hadjima will add a full bodied flavor to salads, meats, cottage cheese and sandwiches.



Tarragon



Dill

Hardy Herb Vinegars:

Herb or flavored vinegars are rapidly regaining the popularity they deserve. Too few people recognize the value of vinegar in the diet particularly its value in overcoming the effects of a diet too heavy in carbohydrates (breads, starches etc.) In countries where a heavy carbohydrate diet is the rule vinegars are used far more than we are accustomed to use them here. Have you acquired the appetizing practice of dipping celery, or fennel stalks, lettuce or other green vegetables into a saucer of flavored vinegar and salt. Also if you are one of these people who enjoy their own dressing formulas you will find the flavored vinegars a treat to use.

You will notice that we make several different flavors in these vinegars because individual taste differs as one might expect so within this choice are ones you will like.

Purple Basil. A sweetish flavor preferred on tomato dishes.

Tarragon. Anise flavor.

Herb Blend. A blending of flavors and preferred by many ideal for making your own dressing.

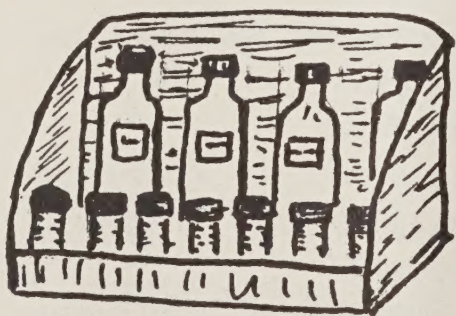
Garlic. The easiest way to impart garlic flavor to whatever you wish to. Too few people realize the value of garlic as an uplifter for other flavors. A whiff of garlic can do wonders to meats and salads and there is no easier way to use it than in this vinegar form.

Horehound Candy: The type of candy that we make is in demand all over the country. It is our special type which includes not only horehound but other desirable herbs. Nothing but the best ingredients are used in making it so that 'OLD LEXINGTON HOREHOUND' can be used as a confection as well as its use for rough throats.



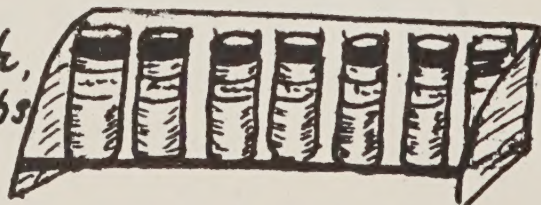
Horehound

Herb Wine: A recent addition to our group. Consists of a Wine base in which aromatic plants have been infused. A few drops in a Fruit cup or custard adds a master touch - .35



The Herb Bar. Consists of a natural finish pine container with 4 Vinegars, Herb Wine, 7 dried Herb blends. The ideal gift.

The Herb Rack. Natural pine finish, contains 7 dried Herbs in our blends.



HARDY HERBS PRICE LIST

Herb Bar	\$4.50
Herb Rack	\$2.30
Herb Vinegars	.35 ea. 1/2 pt. bot. 1.25 quart
Dried Herb Blends	.25 each
Refills	.20 "
Hadjima	.25 per sack
Horehound Candy	.35 (6 oz. jar)

All prices f.o.b. Lexington, Mass. cash with order. Herb Racks and dried herbs sent via P.P. and remittance for postage should accompany order. East of Mississippi, Racks .25 west of Miss. .35. individual dried herbs at .03 each.

Vinegars and Herb Bars will be sent Express collect. In ordering kindly give full name, postal district and express office.

*Prices subject to
Change*

*Some of the places where our
products may be obtained*

*Hartwell Farm, Lincoln, Mass.
Country Store, Concord, Mass.
Farm and Garden, Boston, Mass.
Willowbrook Farm Southboro, Mass.
Alex Capp, Weston, Mass.*

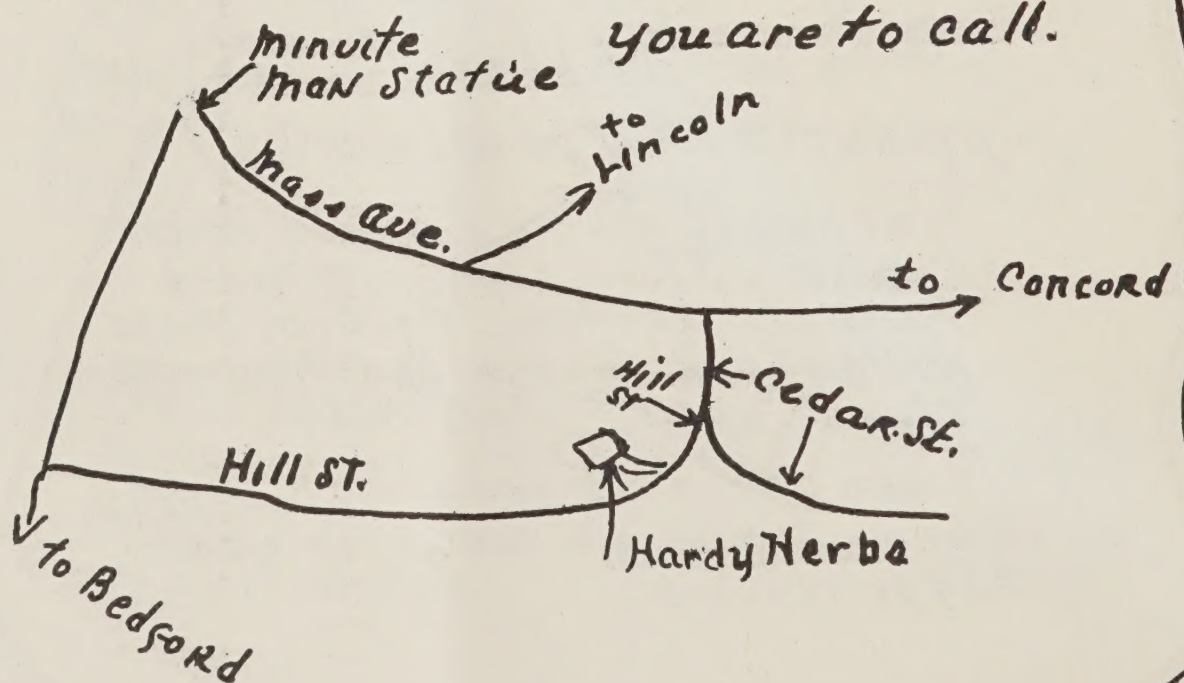
*If you are desirous of a supply
nearer to you we welcome your
suggestions.*

Hardy Herb Plants.

Altho we are primarily concerned with the growing and preparation of culinary Herbs we do grow a large assortment of other types of Herb plants to meet an ever increasing demand.

A complete plant list will be sent on request.

If you would like to inspect our gardens we will be happy to have you. Please notify us if you are to call.





Looking over the formal
Herb garden into the various
commercial plantings.